

MARKETING USING DISTRIBUTED COMPUTING

ABSTRACT

A commercial activity can be marketed using distributed computing.

5 Processor-executable code is sent to a plurality of users. The users are requested to run the
processor-executable code on network-coupled computing arrangements accessible by the
users. A distributed computing task is performed on each of the computing arrangements
by running the processor-executable code on the computing arrangements. The distributed
computing tasks work in concert to solve a computational problem. As a result of the
distributed computing task, a user-perceivable experience is provided via the computing
10 arrangements. The user-perceivable experience is configured for purposes of marketing
the commercial activity.